

LEO BURNETT, U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 5-5045 - 1975 Calendar Pack - Reg. No. 57157 - B&W Black - 8 1/2 x 11 - Convenience Store - 42

Printed in U.S.A.

**1974**

**JANUARY**

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**FEBRUARY**

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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**MARCH**

1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
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**APRIL**

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**MAY**

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**JUNE**

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15	16	17	18	19	20	21
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**JULY**

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22	23	24	25	26	27	28
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**AUGUST**

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22	23	24	25	26	27	28
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**SEPTEMBER**

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22	23	24	25	26	27	28
29	30					

**OCTOBER**

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22	23	24	25	26	27	28
29	30	31				

**NOVEMBER**

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22	23	24	25	26	27	28
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**DECEMBER**

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29	30	31				

**More than two of every  
three additional cigarette sales you made  
last year were Philip Morris brands**

In 1974, Philip Morris' total gain was more than twice that of the rest of the industry combined.

Growth like this means extra sales and profits for every Convenience Store operator who keeps Philip Morris brands in stock at every location, all the time.

Check your weekly order. Make sure it's up to date with our growth.

**Here's the score\* for '74:**  
Gains in Domestic Cigarette Consumption Over 1973  
Total Industry = 14.91 billion  
Philip Morris USA = 10.29 billion  
Rest of Industry = 4.62 billion

\*Source: 1974 National Bureau of Economic Research, December 19, 1975. Excludes all brands sold by Philip Morris Inc.

The Profit Makers come from **Philip Morris USA**



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